

BBA- II Year (IV Sem)

Session: Jan- May 2020

Courses: BBA 401-18, BBA 402-18, BBA403-18, BBASEC-401-18, BBA GE 401-18

Dear Student,

You have to complete three Assignments for each of the courses in the Bachelors of Business & Administration II year. Before you attempt the assignments, please read the instructions carefully.

Submission

The student needs to submit all the assignments within the stipulated time. The completed assignments should be submitted as per the following schedule.

Assignment Number	Last Date of Submission	To be Submitted to
Assignment No.1	15.2.2020	Concerned Subject Teacher
Assignment No.2	15.3.2020	
Assignment No.3	15.4.2020	

Instructions

The students are advised to follow the instructions carefully before writing the assignments:

1. The title page should contain information about Name, Roll Number, Programme Title, Course Code, Course Title, Assignment Code, Signature and Date. It may look like this:

Name.....	Roll No.....
Programme Title.....	Course Code & Title.....
Assignment Code.....	
Signature.....	
Date.....	

2. It is important that student should write the answers of all the questions in his/her own words. The answers should be according to the word-limit set for a particular section.
3. It is expected that answer to each question be written as per guidelines mentioned in the assignment. Make sure that the answer is logical and systematic.
4. Use A4 size ruled paper for writing assignment and tie all the pages carefully. Allow a 4 cm margin on the left and leave some space between each answer. This will facilitate the evaluator to write useful comments in the margin at appropriate places.
5. Responses should be hand written. Do not copy answers from the book and sheets of other student.
6. Write the question number with each answer.

WISH YOU ALL THE BEST

A.S. Group of Institutions,

Khanna

Business Research Methods BBA-401
Assignment Code: BBA-II(4)/ASST-I/2019-20

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 and 3 in 400 words.

1. What is descriptive Research? (2)
2. Process of Research and Limitations (4)
3. How to formulate a Research problem. (4)

Business Research Methods BBA-401
Assignment Code: BBA-II(4)/ASST-I/2019-20

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no. 2 and 3 in 400 words

1. What is hypothesis? (2)
2. Explain different types of sampling. (4)
3. Distinguish between primary data and secondary data. (4)

Business Research Methods BBA-401
Assignment Code: BBA-II(4)/ASST-I/2019-20

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no. 2 and 3 in 400 words

1. Define the term 'Questionnaire' (2)
2. What are the different scaling techniques? (4)
3. What are the guidelines for writing a report? (4)

Human Resource Management (BBA 402-18)
Assignment Code: BBA–II(4)/ASST-I/2019-20

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 & 3 in 400 words.

1. How HRD is different from HRM (2)
2. Discuss the role of human resource management in globally competitive environment. (4)
3. Discuss the various steps of Human Resource planning. (4)

Human Resource Management (BBA 402-18)
Assignment Code: BBA–II(4)/ASST-II/2019-20

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 & 3 in 400 words.

1. Distinguish between job specification and job description. (2)
2. What are the various sources of recruitment? (4)
3. Describe the various steps involved in selection process (4)

Human Resource Management (BBA 402-18)
Assignment Code: BBA–II(4)/ASST-III/2019-20

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 & 3 in 400 words.

1. Define career Planning (2)
2. Discuss the steps involved in conducting a training programme. (4)
3. Explain the various types of fringe benefits offered to the employees in India. (4)

Financial Management (BBA 403-18)
Assignment Code: BBA-II(4)/ASST-I/2019-20

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 &3 in 400 words.

1. Define the scope of financial management? (2)
2. Should the goal of financial decision making be wealth maximisation or profit maximization? Discuss. (4)
3. Critically evaluates the utility of Equity shares and Debentures as a mean of obtaining long term funds. (4)

Financial Management (BBA 403-18)
Assignment Code: BBA-II(4)/ASST-II/2019-20

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 &3 in 400 words.

1. Company issues Rs. 10,00,000 10% debentures at a discount of 5%. The debentures are redeemable after 5 years. Calculate before tax and after tax coat of debt, assuming the tax rate is 50%. What would be the difference if above debentures are issued at a premium of 10%. (2)
2. Give a critical appraisal to the traditional approach and the MM approach to the problems of capital structure. (4)
3. Define operating and financial leverage. How can you measure the degree of operating and financial leverage explain with an example. (4)

Financial Management (BBA 403-18)
Assignment Code: BBA-II(4)/ASST-III/2019-20

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 &3 in 400 words.

1. How gross working capital differ from net working capital? (2)
2. Define the concept of capital budgeting. Discuss in detail with the help of examples non discounted techniques of budgeting. (4)
3. What are the various factors to be kept in mind while framing dividend policy? (4)

Business Ethics & Corporate Social Responsibility (BBA SEC 401)
Assignment Code: BBA–II (4)/ASST-I/2019-20

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 &3 in 400 words.

1. How would you define business ethics? (2)
2. Discuss the role of ethics in Business (4)
3. How ethics play an important role in HRM ? (4)

Business Ethics & Corporate Social Responsibility (BBA SEC 401)
Assignment Code: BBA–II (4)/ASST-I/2019-20

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 &3 in 400 words.

1. What is the Corporate Governance? (2)
2. Describe Carroll's model of CSR. (4)
3. What is the purpose & relevance of Indian Ethos (4)

Business Ethics & Corporate Social Responsibility (BBA SEC 401)
Assignment Code: BBA–II(4)/ASST-I/2019-20

NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 &3 in 400 words.

1. How would you define CSR (2)
2. Briefly explain the UN guiding principles on business and human rights. (4)
3. What are the Millennium Development Goals adopted by United Nation. (4)

Entrepreneurship Development (BBA 401-18)

Assignment Code: BBA-II(4)/ASST-I/2019-20

Marks: 10

1. NOTE: All questions are compulsory. Attempt Question no. 1 in 200 words and Question no 2 &3 in 400 words.
2. Discuss various problems obstructing the growth of entrepreneurship. (4)
3. Discuss the theory of cultural Values by Thomas, Innovation and Economic theories of entrepreneurship (4)
4. What is the difference between Entrepreneurship and Entrepreneur? (2)

Entrepreneurship Development (BBA 401-18)

Assignment Code: BBA-II(4)/ASST-II/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. What are Business plans and also discuss the reasons for the failure of business plans? (4)
2. Write about two successful entrepreneur in detail. (4)
3. Explain in brief about Entrepreneurial programs. (2)

Entrepreneurship Development (BBA 401-18)

Assignment Code: BBA-II(4)/ASST-III/2019-20

Marks: 10

NOTE: All questions are compulsory. Attempt Question no. 1 and 2 in 400 words and Question no 3 in 200 words.

1. Discuss the role of financial institutions and government schemes in entrepreneurial development. (4)
2. What are MSME's. Discuss their objectives, advantages and disadvantages? (4)
3. Discuss about SIDBI? (2)